GDVIS '09 KEYNOTE: ELIZABETH CHURCHILL

YAHOO! RESEARCHER IN SOCIAL PSYCHOLOGY

BEYOND THE HYPE OF FLICKTWITFACESPACE

WHERE ARE ALL THE CONTENTS TO RESIDE?

28.3% OF WORLD'S POPULATION ON THE INTERNET

WHAT HAPPENS TO A SITE WHEN IT GOES AWAY? PERSONAL - CULTURAL - COMMUNITIES

PERSONAL ARCHIVING

FLICKR RESEARCH...

~~POSTING IN THE DIGITAL SPACE PRIVILEGES~~

AS PEOPLE GET OLDER, THEY SHARE LESS

UTAH & SCANDANAVIA ARE CAREFUL & PRIVATE

MOTIVATION TO FIND OUT WHY?

WHAT ARE PEOPLE'S EXPERIENCES

DETAILS TO AGGREGATE DATA

SOAP BOX CONVERSATION COMMENTS COMMENTS

CAN WE MAKE PREDICTIONS OF THE EXPERIENCE?

HOW TO MODEL IN SOCIAL CONTEXT

MAP CHAT

YAHOO HELPS: BUDDY LIST, MAP, CHAT

NASHUP OF SERVICES

FIND OUT ABOUT EACH OTHER THRU CONTENT

TECHNOLOGY CAN BE FRUSTRATING

INTERNET EXPERIENCES GROUP

CHOICES! HOW DO YOU GET YOUR NEWS?

DATA VISUALISATION

SURVEYS

COMMUNICATE CONTENT? WHAT TOOLS?

KEY RESEARCH AREAS

- SHORT TERM/INFO TO CONVERSATIONAL/COLLABORATIVE
- THINKING ABOUT ACCESS LITERACY, LEARNING, ENCOUNTERING
- LONG TERM CONTENT STORAGE DIGITAL CONTENT MGMT. IS NEXT BIG CHALLENGE

FINDING PEOPLE

GETTING IN TOUCH

I DON'T ANSWER MY PHONE ANY MORE... TWEET ME!

FACEBOOK IS THE BIGGEST TERRITORY

19.1M PEOPLE ON TWITTER NOW

RETENTION RATE IS LOW

INFO EXCHANGE SKIMMING... NOT DEEP COLLABORATION

WORLD WAR CRAFT

DEEP ENGAGEMENT & CO-PRODUCTION

AFFILIATION LEARNING ON FLICKR

MOVING FROM TEXT TO MULTI-MEDIA

DESIGN OF THE EXPERIENCE IS MORE COMPLICATED

DURABILITY

OH, MY ARCHIVE HAS CRASHED

OH, WHO PUT UP THAT PHOTO OF ME!

CO-CREATING W/ STRANGERS

RESEARCHING THE PHYSICAL WORLD OF COMMUNITY LIFE

PLASMA POSTERS

ZYNC...

WE WATCH TOGETHER AND CHAT AT THE SAME TIME

INTERESTED IN HUMAN EXPERIENCE

THE VIDEO GOT PAUSED.. THERE IS CHAT

WE CAN'T RESEARCH TEXT ONLY WATCH CHANGE POINTS

THAT'S IMPORTANT

DATING SITES

PUT IN DATA... PACKAGING OF ONESELF... ANXIETY PATTERNS....

PLANNING FIRST DATE... CONVERSATION... TRUST

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